



## Holiday Inn Roanoke Valley View

Located just a couple of miles off Interstate 81 and only one mile from the Roanoke Regional Airport, the hotel is very convenient for guests traveling for leisure or business. The 153-room, full-service hotel features complimentary wireless and hard wired internet access, full service restaurant and lounge, fitness center, indoor and outdoor pools and a hot tub. The hotel is committed to reducing their carbon footprint and protecting the environment and the safety and health of their guests, employees and the Roanoke Valley.



### GREEN ACTIVITIES



**Optional Linen Service.** Virginia Green Lodging facilities must have some sort of system in place that allows guests to not have their sheets and towels changed every day. This facility pledges that they:

- Have signage in each guest room explaining the linen reuse procedures
- Change linens only upon request
- Train house cleaners on process for optional linen service



**Recycling and Waste Reduction.** Virginia Green Lodging facilities must recycle and are highly encouraged to maintain a comprehensive recycling program. This facility pledges that they:

- Provide the opportunity for guests to recycle: glass bottles, aluminum cans, newspaper, office paper
- The hotel is located in an area where a comprehensive recycling program is not feasible and have developed a written explanation of the recycling opportunities offered; staff is able to address the topic with guests
- Also recycle office paper, toner cartridges, cardboard, fluorescent lamps, electronic equipment
- Track overall solid waste costs

#### Kitchen (or meetings/events)

- Recycle fryer grease and/or filter grease prior to recycling

- Donate excess food from events
- Have an effective food inventory control to minimize waste

Dining room (or meetings/events)

- Do not use any disposable containers, dishware, cutlery, or cups
- Use cloth napkins
- Use water pitchers to minimize the use of single-use bottles

Restrooms

- Use bulk soap dispensers in public restrooms
- Purchase recycled-content paper towels and toilet paper

Office

- Remove facility and staff names from junk mail lists when possible
- Reuse scrap paper for notes
- Use refillable pens and toner cartridges
- Make double-sided photocopies and avoid making extra photocopies
- Use electronic correspondence and forms when possible

Building and grounds

- Use latex low or no-VOC paints
- Properly recycle and/or dispose of thinners and solvents (required by law)
- Perform preventative maintenance on all appliances, HVAC systems, plumbing, and vehicles

☒ **Water Conservation.** The facility must have a plan for conserving water that should consider plumbing modifications and landscaping. This facility pledges that they:

- Track overall water usage and wastewater

Activities indoors

- Perform preventative maintenance to stop drips and leaks
- Have installed high efficiency dishwashers, low flow faucets and showerheads (use less than 2.5 gallons per minute)

Activities outdoors

- Have an effective landscape management plan which utilizes native species

☒ **Energy Conservation.** The facility must have a plan in place that encourages replacement of lighting and equipment to energy-efficient alternatives. This facility pledges that they:

- Track overall energy bills
- Calculate the environmental impacts of the facility's energy usage by using a pollution calculator

Heating and cooling

- Have individual thermostats for each room/area
- Regularly perform preventative maintenance on HVAC system
- Keep office doors and windows closed in HVAC system is on

Lighting

- Have adopted a policy/practice to turn off lights in unoccupied rooms
- Have installed high efficiency fluorescent ballasts and lamps (T5s and T8s)
- Have installed compact fluorescent light bulbs in all rooms and in canned lighting



**Green Events Package.** The facility must offer a “green” or “environmentally-friendly” package for conferences, meetings and other events. Even if the facility only offers occasional, small events, at least recycling will be provided. This facility pledges that they:

- Promote the availability of “green meetings/conferences” in marketing packages: Airport location with complimentary Shuttle service and transportation 3 mile radius of the hotel. Optional towel and linen service. Compact fluorescents in rooms and recessed can lighting. Double-sided copying option. Recycling of all recyclable materials and collected in meeting and guest rooms. Low flow toilets in public restrooms. Clean up crew is trained to recycle all recyclable materials. Reusable serving containers and linen cloths and napkins are used. Coffee mugs or biodegradable paper products for disposable cups. Reusable dishes, silverware and napkins are provided for all attendees. Special green menus providing bulk items.

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For more information on the **Holiday Inn Roanoke Valley View**, see [www.holidayinn.com/roavalleyview](http://www.holidayinn.com/roavalleyview) or contact Neil Ordway at [nordway@roanokeholidayinn.com](mailto:nordway@roanokeholidayinn.com) or (540) 362-9540.

**Virginia Green** is the Commonwealth of Virginia’s campaign to promote environmentally-friendly practices in all aspects of Virginia’s tourism industry. *Virginia Green* is supported through a partnership between the Virginia Department of Environmental Quality, the Virginia Hospitality & Travel Association, and the Virginia Tourism Corporation. The program has established “core activities” specific to each sector of tourism; these practices are the minimum requirements for participation in the program, but encourages participants to reduce their environmental impacts in all aspects of their operations. **Virginia Green Partners** are committing to help support the program and encourage their customers to join or do business with Virginia Green-certified participants. Although not necessarily tourism facilities themselves, Partners are expected to practice green activities in their own facilities as well. For more information on **Virginia Green**, see <http://www.deq.state.va.us/p2/viriniagreen/homepage.html> or go to [www.viriniagreentravel.org](http://www.viriniagreentravel.org).

